<u>S/N 10/688,075</u> <u>PATENT</u>

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

 Applicants:
 Tom Huber et al.
 Examiner: Jason Thomas

 Serial No.:
 10/688,075
 Group Art Unit: 2423

 Filed:
 October 17, 2003
 Docket No.: 2050.085US1

 Customer No.: 44367
 Confirmation No.: 8165

Title: User-Selectable Video Advertising Methods and Apparatus

AMENDMENT & RESPONSE UNDER 37 C.F.R. § 1.111

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In response to the Office Action dated May 14, 2009, please amend the above-identified application and consider the appended remarks.